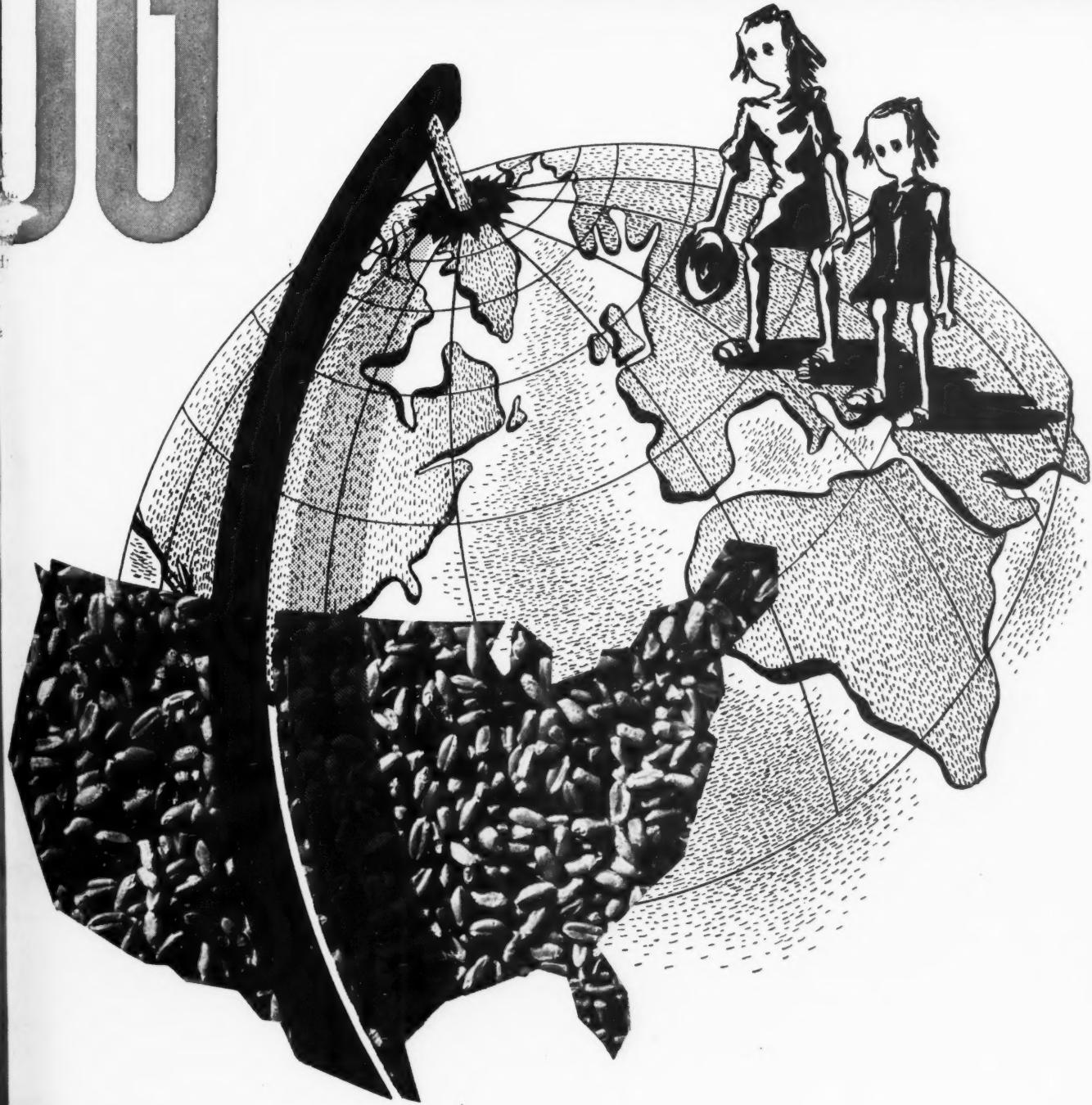


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REFERENCE

JULY 1946

Consumers' guide



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ILLUSTRATIONS: Cover, drawing, Katherine Johnson; p. 3, Greenbelt Food Conservation Committee; p. 4, Greenbelt Cooperators; p. 5, drawings, Howard Chapman; pp. 6, 7, montage, Office of Information, Soil Conservation Service, BPISAE; pp. 9, 10, 11, UNRRA; p. 12, Washington Daily News; p. 13, top, BHNHE, center, Washington Daily News, bottom, BHNHE; p. 14, BHNHE, bottom, USDA; p. 16, drawings, Katherine Johnson.

Do we know what we want?

What people want for their money, their time, and their labor was the \$64 question considered at the Conference on Measurement of Consumer Interest, held recently in Philadelphia under the auspices of the University of Pennsylvania.

This question is still a long way from being answered, agreed the experts who had gathered jointly to consider developing more precise techniques for measuring what the public wants.

Although there was some disagreement among the experts regarding the merits of various techniques now in use for measuring consumer interest, opinion was unanimous that hope for progress lies in cooperative research and in the pooling of information by specialists working on various angles of the one big problem.

Crying need for more data on the service performance of goods which everybody uses—such things as sheets and shoes and clothing—was underlined by a number of speakers.

Despite all their long years of buying sheets, for instance, hospitals do not have a standard gage for determining whether a light-weight percale sheet or a heavy muslin sheet is more economical for their purposes, taking into account original cost, comfort, durability, and expense in laundering, according to a hospital supply expert.

A similar doubt about the relative merits of two makes of shoes, one in the low-price range and one in the high-price

category was reported by a speaker from the University of North Carolina. In trying to ascertain whether buyers of the high-priced shoe get a better product for the money, he interviewed three leading authorities in the shoe industry and got three different answers. One said there was actually no difference in the shoes—that the high-priced shoe probably wore better because its owner took better care of it and sat behind a desk. Another said that better leather was used in high-priced shoes, thus resulting in greater comfort and better wear. The third expert opined that although the leathers were substantially the same, more careful workmanship gave the higher-priced shoe an advantage.

How much buyers are swayed by other factors than price and usefulness was another question propounded but not answered with unanimity. That such matters as prestige—keeping up with the Joneses—undoubtedly exert an influence in consumer preference was pointed out by a number of speakers.

Several speakers representing consumer groups made the point, however, that the average buyer does need and want more serviceable goods for his money—but a dearth of factual information and conflicting advertising claims make wise selection difficult.

That consumers in the postwar era will be more articulate in demanding quality merchandise and simple, accurate buying

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information was prophesied by an economics professor from Amherst, who is also president of a large consumer organization.

Not enough buyers use even such information on standards and quality as is available, on the other hand, it was pointed out by several speakers. Among remedies suggested to correct this state of affairs were: Cooperation by manufacturers to provide simple, comprehensive labels which would make it easier for buyers to compare the value of the goods offered for sale; and more widespread use of consumer education facilities offered by school, government, and other disinterested groups.

Retailers have a stake in getting more useful buying information for their customers, a member of the Marketing Department of the University of Pennsylvania pointed out. Such guides make for more satisfied customers and lower distribution costs.

No resolutions were passed by the conference. No cut and dried formulas for measuring consumer interest were promulgated. Yet the meeting was significant as an appraisal of the present status of consumer-interest measurement and for laying the groundwork for cooperative research in the field. For too long, various specialists have been working in isolationist fashion, each viewing the problem from his particular angle. Therein, the conferees felt, was one source of confusion on the vital subject of consumer interest.

But implicit in the calling of the conference itself and in the gathering together of outstanding authorities in the field of philosophy, psychology, statistics, and marketing is a realization that it's high time for the experts to get together to ascertain what the public really wants in the way of consumer goods.

It's high time, too, for consumers to be thinking out their wants and to make them known—so that producers and retailers will have a better guide and stronger incentive to meet consumers' real needs.

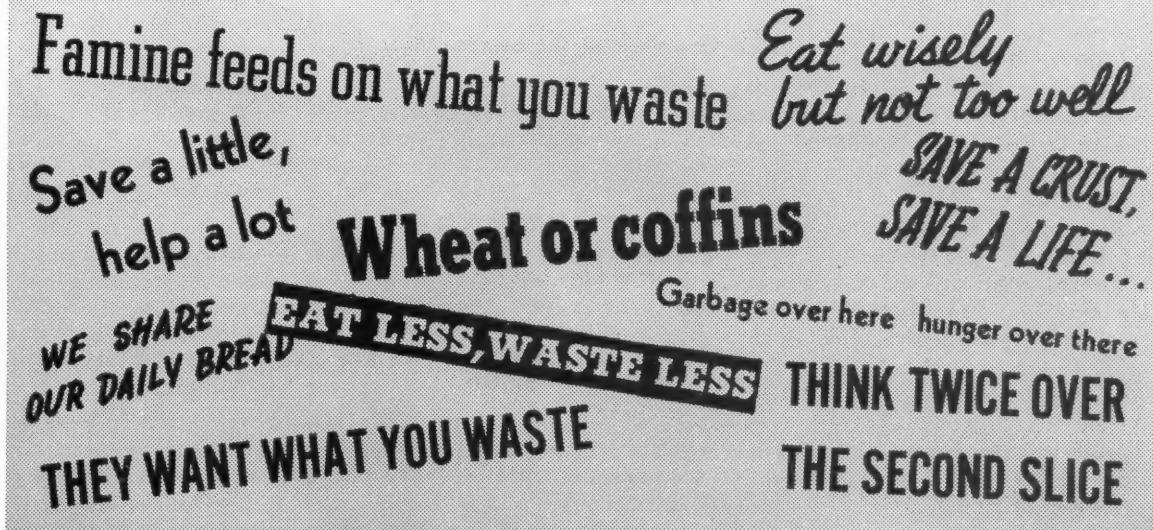
The Editor

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Clear all consciences • • •



• The winner of the fifth-grade composition prize (subject, Why Everyone Should Conserve Food) looked at her feet and then said she wanted to ask something. "Certainly," the teacher said while the prize committee folded hands and smiled. Well, the author of the prize essay understood that she was to get 1 dollar for herself and that 1 dollar was to be given to the famine fund in her name. "Yes," the teacher said. If you please, the prize winner shuffled slightly, could she give both dollars to the famine fund?

Greenbelters are self-conscious people. Hardly a day passes that a committee from some foreign country does not come out to see the crisp white window-lit apartments set on Greenbelt's grassy hills. Motion-picture crews turn up to photograph the children running along the continuous green lawn from home to school but the children are so accustomed to photographers that only the stagy girls move in front of the camera.

At the beginning of the famine campaign a committee from Warsaw visited Greenbelt. The committee came to see the lake where the Greenbelt families fish and row in the summer, the swimming pool where they loiter over week ends, and the community center where the Greenbelters hold their meetings and do all their shopping and movie going under

the auspices of their community cooperative. "This is the way we shall rebuild Warsaw," a committeeman said, but before the committee could look at plans and take notes the Greenbelters had put the Warsaw committeemen to work helping their famine drive get going. "Are all American cities having famine drives?" the Greenbelters were asked. "They will," the Greenbelters replied, "but Greenbelt is usually first in these things." "You see," the tall, blond chairwoman of the Famine Committee said, "Greenbelt is a model town." The Warsaw committeeman nodded.

The fourth-graders in Greenbelt look at the blackboard intently while the teacher points out the words on the blackboard with a wand. Conservation. Famine. Hunger. Malnutrition. Wheat.

The first-graders file in soberly one morning a week with a can of food for the poor starving children in Europe and Asia.

In the high-school art classes, smocked bobby-soxers are working on famine and conservation posters for display throughout the town.

Over top of the soda fountain in the drug store, there is a huge sign which has a way of discouraging the kids who come in for sundaes and the parents who come in for after-movie sandwiches. It re-

minds the people who sit down on the stools that there are people hungry overseas.

And if the sign over the mirror doesn't connect, the message pops them in the eyes when they open the menu. Signs also say you can have butter, mayonnaise, and extra slices of bread if you demand them, because the OPA requires that, but you have got to ask to get them during the duration of the food crisis.



Housewives rolling their shopping carts to the cooperative grocery store are not exhorted to buy bargains inside. Instead the window display reminds them that there are people in Europe and Asia so weak from hunger that they can't go about their daily tasks.

Inside the grocery store the biggest display is a triple row of jars displaying

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the flags of all the countries receiving UNRRA relief. They all need food, the placard says, "Put your contribution in the jar of the country you want to help." On a bulletin board above the beflagged jars there is a report of contributions by countries. China leads, with Poland second.

At the end of the day the grocery clerks check the bread counter to see whether bread sales are falling off and they ask the butcher how the fat collection is coming.

The superintendent of the town's utilities reports to the Famine Committee on garbage collections, and the mothers who serve the school lunches assemble over the leftovers when the kids march out of the dining room and remark that only one contrary little boy left bread on his plate.

Greenbelt's artists are drawing cartoons on famine and food conservation for the weekly Greenbelt Cooperator.

If you stand in the court of a cluster of Greenbelt apartments you can see a sticker on each kitchen window. The sticker, a drawing of the world with the slogan, "Make It Go Around," shows that the family cooking in the kitchen has pledged itself to a food conservation program for the duration of the famine.

On the kitchen wall above the work table there is a card which reads: "Help the Starving People Abroad." There are two columns on the card: One column is headed, "Save," and underneath is a list of the foods the Famine Emergency Committee has asked everyone to conserve: Wheat products, cakes, cookies, fats, and oils. The other column heading is "Substitute" and under it are listed the foods that the Famine Emergency Committee urges you to eat: Potatoes, oats, open sandwiches, graham crackers, boiled dressing, lemon juice dressing.

Stickers don't get on windows by themselves; meetings, exhibits, and a high-pressure campaign do not just happen.

Someone must suggest to the school principal that now is the time to put the children to doing famine sums, writing conservative compositions, and studying the civics of world-wide food shortages. You need committees to prepare stickers and posters, and it takes leg work and doorbell pushing to get people to sign pledges.

Greenbelt's famine campaign started early in March at a meeting of the com-

mittee which operates the consumer co-operatives in the town, the grocery store, the drug store, the barber shop, the general merchandise shop, the movie, the newspaper . . .

Greenbelt at the Crossroads



Grocery sales, reports to the committee indicated, were soaring and that brought to mind that people are still lining up in many countries for carefully measured quantities of bread and flour.

Out of the committee meeting came a subcommittee with instructions to get a famine campaign going. A letter went out from the subcommittee to all the Greenbelt clubs, the Legion, the lodges, the churches, the ladies' auxiliaries, the PTA, the unions, and the civic groups.

At the first meeting of organization representatives the original letter writer was made chairman of the Greenbelt Food Conservation Committee, and subcommittees immediately began to operate. The information and printing committee prepared releases and posters, the kitchen-card committee put a home economist to work on the food conservation checklist; a pledge, sticker, and canvassing committee got each Greenbelt organization to take responsibility for visiting each family in one Greenbelt block.

The Food Display Committee arranged a display of dolls of all nations in the grocery store along with a chart showing just what the people in each country were eating.

Food and money collections were organized under another committee; the school committees took a list of ideas to the school principals. Another committee took over the job of running off a menu contest in which housewives would show how and what they would serve in their own homes to save food. One woman used her menu suggestions twice, once in the local contest and once in a radio contest. A pair of nylons rewarded her effort in the radio contest.

The top committee made arrangements to check the effectiveness of the campaign with the store and the garbage collectors; also it got permission from the town managers to plant vegetables in spaces that had been reserved for flowers.

By then the Washington newspapers discovered what Greenbelt was doing, and the Greenbelters began to receive calls from people on the National Famine Emergency Committee who were anxious to start similar programs in other communities.

The Greenbelters started from scratch, they worked up their own slogans and their own materials and displays. Now every American city has been asked to get a Famine Emergency Committee started, and probably in your community your mayor has appointed a representative group of citizens to implement the national food management campaign. Each State, each county, has a food program manager. For the State, the Director of the Production and Marketing Administration's State office acts as manager, and for the county the chairman of the county agricultural conservation committee is the manager. Through the city committees, appointed by your mayor, and through your State and county food program managers, there are available posters, fact sheets, movies, a strip film, technical advice and information, everything any American needs who wants to take up his share of the work necessary to keep people from dying of starvation.

No one should get the idea, however, that the only place in the country where people have been moved to action by the famine emergency has been Greenbelt. Greenbelt is close to Washington and it is easier to see what they are doing from Washington than it is to look across the country to Oregon or Maine and to see what is doing there.

But mail to the Famine Emergency Committee from every community in the

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country reveals that few people, if any, are eating with an easy conscience. One man wrote to the Famine Emergency Committee that he had been drinking 2 quarts of whisky daily for years but that for the duration of the famine he was going on the wagon. Slogans, ideas, offers to help have deluged the Famine Committee.

But then communities like Greenbelt all over the country have begun to work on food sharing in their own way, and not only communities, but individual clubs, restaurants, grocers, school teachers, ministers . . .

Red Cross.—More than 20 million checklists to guide families in the do's and don'ts of food sharing are being prepared for distribution by the Red Cross. Mobile canteens will demonstrate food conservation and answer questions for housewives in local communities. The thousands of nutritional workers trained by the Red Cross during the war are now being mobilized to fight famine.

Girl Scout.—Rhode Island Girl Scouts and Campfire girls are collecting fats and using the funds for summer camps and other organizational activities.

Clubwoman.—Like the churches of every denomination, clubwomen of every affiliation have set their course for this year toward getting food to the 500 million hungry people in the world. St. Louis League of Women Voters, cooperating with food distributors and the Overseas Relief Commission, printed pledge cards which the school children delivered into every St. Louis home.



Food manufacturer.—The celebrated processor of canned foods has added another responsibility: Making the millions of Americans who eat his products aware of the 500 million who have nothing to eat. Besides undertaking a national advertising campaign explaining the famine emergency,

this processor is covering 7,500 billboards with a simple message: 500,000,000 are hungry—Don't waste food.

Barber.—The man lathering up gardens in a small Maine town is the local barber. Enthusiastic about gardens, concerned about the famine, he has turned his shop into a garden forum and demonstration. While he whets, hones, shaves, and cuts, he tells his customers when to plant, when to spray, when to cultivate.

Grocer.—An Orlando, Fla., grocer is contributing one can of food for every can his customers put into the food collection barrel. The entire city of Orlando has adopted the town of Volos in Greece. Food and money collected in the city will go to the relief of the people in Volos.

Restaurateur.—Corn pone is in and French fried potatoes are out for the duration, in an Oregon restaurant. Instead of wheat bread patrons in this restaurant are getting corn pone with their meals. As for potatoes, the patrons can eat them baked, boiled, or mashed until there is fat and oil enough for everyone.

Farmer.—Kansas farmers, members of one church group, are collecting heifers, horses, and fishing equipment to send to the people of Greece. One shipment has already gone, and with it went one Kansas farmer and his wife as observers. Now they have come back with an eyewitness story, and the story is so moving that the collection efforts have been doubled.

School teacher.—The teachers in the schools of a Louisiana parish used a garbage collection to impress conservation on their students. Garbage from two schools was collected, weighed, and analyzed and then the school children got the report at an assembly along with a special lecture on not wasting bread. When the garbage analysis was repeated 2 days later no bread could be found in the waste, and the garbage weight had gone down tremendously.

Minister.—Famine Sunday was April 28 in Vermont. Each minister preached a sermon on the world food crisis and urged his parishioners to go home to a two-meal Sunday on the European famine level.

Seven-year-old.—Actually UNRRA and the United States Department of Agriculture think that collections of money are better than canned food collections, since money spent by UNRRA for food goes further than money spent by you in the grocery store. UNRRA also selects foods that are mostly waterless and economical

to ship. Besides, collections of canned foods must be assembled, assorted, and packed. UNRRA purchases save these costs. Just the same, a Washington 7-year-old has the idea. She said, "Don't bring me presents, bring me canned foods for famine relief instead." She was talking to her playmates who were invited to a party for her seventh birthday.



Theater owner.—Movie goers in California get famine facts along with the after dinner movie as the result of famine exhibits which are being placed in California movie lobbies.

Baker.—Bread and posters are the self-assumed responsibility of a Kansas City baker. Along with the bread he bakes he is distributing 2,500 food conservation posters which say, "Don't starve, don't let others starve."

Churchgoer.—The members of the Edgewood Congregational Church, Cranston, Mass., are rebuilding their burned out church with funds they are raising through fat collections.

Copy writer.—The Detroit Adcrafter Club has prepared 25,000 two-color posters for distribution throughout Michigan while the Grand Rapids Adcrafter Club prepared mats and plates with famine messages for insertion in newspapers, advertisements, and other publications.

Homemaker.—No pie, no cake, no cookies, no afternoon teas, no evening refreshments, these are the goals of the Home Demonstration Clubs of Vermont during the famine crisis.

The list is endless. Americans do want to share their daily bread. They find ways, as various as 135 million Americans, of sharing and urging their neighbors to share.

How are you keeping your conscience clear?



Green grow the groceries

Wanted, at once, several million tons of fresh fruits and vegetables for American kitchens. Needed to release other foods for duty on famine front.

● Midsummer bounty from home gardens and local markets is at its peak in July. Many early vegetables are still flourishing, and late ones are making first appearances. A fine month for vegetarians. Also a fine month for going slow on processed foods of all kinds, and on bread and other wheat products in particular.

You can keep the family diet up to par and save wheat and fat, too. It will take a little more planning, maybe. But surely that's a small worry compared with the satisfaction of knowing you're helping to save someone from starving, helping, too, to build a lasting peace for all of us.

High-flown phrases, perhaps? The famine committee doesn't think so. Neither do the people who have visited Europe and Asia in recent months.

Bread-Saving Vegetables

Peas, beans, corn, and garden soybeans are especially good in bread-short meals. Besides supplying bulk to make the meal satisfying, they are good sources of starch for energy, and add their share to the day's supply of minerals and vitamins. When combined with eggs and milk in such dishes as corn pudding, carrot custard, or bean loaf they are good sources of protein.

Potatoes deserve a paragraph all to themselves as bread savers. This best of all stand-ins for the staff of life can give our bodies practically everything they get from bread and some vitamin C, besides. Good in energy value, potatoes also supply iron and some of the B vitamins. Smooth, shallow-eyed, reasonably clean potatoes

are usually of good quality. Avoid wilted, leathery, or discolored ones.

Boil or Bake

This summer, take your vegetables as plain as you can—for famine's sake. No sauteeing in fat, no covering with thick cream sauce. Boil some, bake some. Epicures think you get the truest flavor of the vegetables by boiling. But it must be *quick* boiling in as little lightly salted water as possible. Cook with the lid on, and only until tender.

Squash is a July star performer—good baked, or boiled. Summer squash comes in three main varieties: Yellow crooked neck, greenish-white disk-shaped cymling, and the cucumber-shaped Italian zucchini—which isn't a squash at all, but a vegetable marrow. All of these should be fresh and fairly heavy for their size, with a tender, easily punctured skin. Watch out for bruises or decay that may go deep enough to affect the flesh.

Snap beans, lima beans, peas, corn—all are cooked easily by boiling. Freshness and the right point of maturity are all important in the flavor and palatability of this group. The kernels or seeds—except for snap beans—must be developed enough to have their characteristic sweet flavor without becoming starchy. Snap beans are considered to be at their succulent best when the seeds in the pods are very immature. When cooking any of these vegetables it is important that all in a lot be at the same stage of maturity. Otherwise some would have to be overcooked while others were not yet done.



Salad Days

Lettuce, cabbage, carrots, green peppers, tomatoes, cucumbers, and water cress are all in season, waiting for your salad bowl. Don't give up these crisp, delicious treats of vitamins and minerals because you're saving oil. Break away from French dressing and mayonnaise this year and try something different. Three types of dressing which require a minimum of fat or oil are recommended by Department of Agriculture food experts. These are old-fashioned cooked dressing, sour cream in any of several ways, and dressing made with meat drippings as a base. Recipes for oil-saving dressings are having quite a run this season on women's pages and in magazines, so you should have no difficulty in finding one you like. Simplest of these is plain sour cream, whipped and unsweetened, with just a touch of salt added and, if wanted, a dash of dill or onion juice.

Inevitable ingredient of most salads is lettuce. Of the four types on the market the crisp head type ranks first in popularity. Most of this is of the New York variety, usually called Iceberg.

The butter head type, often known as Boston, has a greener, smoother leaf, and the head is not usually so large or heavy as the crisp head type.

Romaine or cos has a definitely elongated head, with coarser leaves and a stronger flavor.

Leaf lettuce, joy of the amateur gardener, does not form a head. Its leaf has a crisp texture and may be either curled or smooth.

When you shop for lettuce or other greens for your salad bowl, look for fresh, crisp, tender specimens. Watch out for decay, and for seed stems which mean lettuce is past its prime. Sometimes injury or decay which do not go too deep mean bargain prices with little waste.

If not to be used right away, keep greens cool, damp and lightly covered, and don't make your salad until the last minute. That way you'll get as much of the vitamin C as possible.

For Dessert

July is melon month—and this year it bids fair to be called *Watermelon* month. Farmers and truck growers have planted more acres to watermelons this spring than ever before. So better get ready for that fearfully responsible job of selecting the first watermelon. Professional graders say there's no sure way for the amateur except to have the melon of your choice plugged and judge for yourself. But if you belong to the thumping school, they suggest you listen for a hollow sort of "clunk." Most popular varieties are the long, dark-green "Tom Watson" and the small round striped "Cuban Queen." As a rule, the bigger the melon the better, because the heart or unseeded portion is bigger.

July is berry month, too. Raspberries, blackberries, blueberries, and gooseberries, all will probably be in better supply than in the past few years. This season, why not make it a rule to eat them raw? Pies and cobblers can wait and let the flour and shortening go to feed the famine sufferers.

All berries can be selected by the same general rule. Look for the right solid, full color that goes with the type. Then be sure they are plump-looking, bright, fresh, clean, dry. Stained containers often mean berries are too soft.

Peaches and cherries are way up on the list of July favorites. Cherries this month will be mostly from California, and peaches from the Southeastern States. The peach crop in that area is said to be extremely promising this year, and July will see a high proportion of the delectable, yellow-fleshed Elbertas on the market.

(Turn page for table on food values.)



How Fresh Fruits and Vegetables Rate in Food Value

The Bureau of Human Nutrition and Home Economics supplies this chart to Guide you

*** Excellent

** Good

* Fair

Less than fair (no entry)

Fruits

	Per 100 grams of raw food, edible portion							Per 100 grams of raw food, edible portion										
	Approximate measure equivalent to 100 grams of food ¹	Vita-min A value	Vita-min C	B vitamins		Calci-um	Iron	Calo-ries		Approximate measure equivalent to 100 grams of food ¹	Vita-min A value	Vita-min C	B vitamins		Calci-um	Iron	Calo-ries	
				Thia-mine	Ribo-flavin													
Apples.....	1 small.....		*					65		Guavas.....	1/2 cup or 1 large.....		***					
Apricots.....	3.....	***						55		Lemons.....	3/4 cup juice.....		***					80
Avocados.....	1/2, 4" diameter.....		*					265		Limes.....	3/4 cup juice.....		**					45
Bananas.....	1 medium.....		*					100		Mangoes.....	1/2 cup or 1 medium.....		**	**				55
Blackberries (or dewberries).....	3/4 cup.....		**			(2)		60		Oranges.....	1 medium.....		***					75
Blueberries (or huckleberries).....	3/4 cup.....		*					70		Papayas.....	1 wedge 3".....		**	***				50
Cantaloups (or muskmelons).....	1/4 melon, 5" diameter or 1/2 cup balls, 5/8" diameter.....	**	**					25		Peaches.....	1 medium.....		*	*				45
Cherries.....	3/4 cup.....		*					70		Pears.....	1 medium.....		**					50
Cranberries.....	1 cup.....		*			(2)		55		Persimmons (Japanese).....	1 medium.....		**	***	(2)			70
Currants (fresh).....	3/4 cup.....		**			(2)		60		Pineapple.....	1 slice 3/4" thick or 3/4 cup.....		**					65
Dates.....	12-15.....						*	315		Plums.....	2-3 medium.....							55
Figs (fresh).....	2-3 large.....							90		Raspberries.....	3/4 cup.....		**		(2)			75
Gooseberries.....	3/4 cup.....		**	(2)	(2)			45		Rhubarb.....	1 cup diced.....		*					20
Grapefruit.....	1/2 medium.....		***					45		Strawberries.....	3/4 cup.....		***					40
Grapes.....	1 bunch of 20-25 grapes.....		***					75		Tangerines.....	2 small.....		**					50
										Watermelons.....	1 slice, 2 1/2" x 2 1/2" x 1" or 1/2 cup balls or cubes.....	*						30

Vegetables

Asparagus.....	6 stalks, 5" long.....	*	**	*				25		Lettuce, all other.....	10 large or 20 small leaves.....	**	*				*	20
Beans, lima, green.....	3/4 cup.....		**	*				130		Mustard greens.....	1/4 pound.....	***	***	*	**	*		30
Beans, snap, green.....	3/4 cup, 1" pieces.....	*	**					40		Okra.....	5-10 pods or 3/2 c. sliced.....	*	**	*	*			40
Beet greens.....	1/4 pound.....	***	**			(2)		35		Onions, mature.....	2 medium.....		*					30
Beets.....	2 beets, 2" diameter or 3/4 c. cubes.....		*					45		Parsley.....	1 bunch, 5" diameter, approximately 100 sprigs.....	***	***	(2)	(2)	*	**	60
Broccoli.....	1/4 pound.....	***	***	*	*	*		35		Parsnips.....	1 small.....		*					30
Brussels sprouts.....	7 sprouts, 1 1/2" diameter.....		***					60		Peas, green.....	1/4 cup.....	*	**	*		*		10
Cabbage.....	1/4 pound.....		***					30		Peas, field or cow-peas (immature seeds).....	3/4 cup.....	*	*					10
Carrots.....	2 carrots, 4" long or 1 c. grated.....	***						45		Peppers.....	1 large.....	*	***					30
Cauliflower.....	1/2 small head, 4 1/2" diameter.....		***					30		Potatoes, white.....	1 small.....		**					30
Celery.....	6 stalks, 7" long.....		*					20		Pumpkin.....	1/2 c. diced.....	***	*					30
Chard (leaves and stalks).....	1/4 pound.....	***	**			(2)	**	25		Radishes.....	10 red button.....		**					20
Collards.....	1/4 pound.....	***	***	*	*	*	**	50		Rutabagas.....	3/4 c. cubes.....		**					30
Corn, sweet, all.....	1 ear, 8" long or 3/2 cup.....		*	*	*			110		Spinach.....	1/4 pound.....	***	***	*	(2)	**		30
Cucumbers.....	14 slices, 3/8" thick, 1 1/2-2" diameter.....		*					15		Squash, summer.....	3/4 cup.....		*					30
Dandelion greens.....	1/4 pound.....	***	**	*				50		Squash, winter.....	1/2 cup.....	***	*					30
Eggplant.....	1 slice, 3/4" thick and 4" diameter or 1 c. cubes.....		***	**	*			30		Sweetpotatoes.....	3/4 medium.....	***	***					30
Endive.....	1/4 pound.....	***	*					25		Tomatoes.....	1 small, 3/4" diameter.....	*	**					30
Kale.....	1/4 pound.....	***	***	*	*			50		Turnip greens.....	1/4 pound.....	***	***	**	**	**	*	30
Lettuce, headed.....	1/2 of 10-ounce head 3"-4" diameter.....	*	*					20		Turnips.....	3/4 c. cubes.....		**					30

¹ Approximate measures are compiled from various sources.

² Data are insufficient to rate the food as a source of this nutrient.

³ Calcium may not be available because of the amount of oxalic acid present.

Ratings Excellent, Good, Fair, as used in this table, are based on the dietary allowances of nutrients for a moderately active man, recommended by the National Research Council in August 1945. To rate Excellent, a raw food

provides at least 50 percent of the daily allowance for each nutrient; Good, 25 percent; Fair, 10 percent. Ratings do not take into account losses of vitamins or minerals that may occur during cooking, cutting, or other preparation.

How it feels to starve

• Of course, there are, tragically, several hundred million people on the face of the earth today who are qualified to answer this question. They probably could, too, if they were not too stupefied by hunger to think of anything but food, or too embittered toward any well-fed person to regard him with anything but vindictive envy, or if they were not too weak physically to spend their little remaining energy in talk.

However, we do know now exactly what it feels like to starve, what effects it has on the body, the mind, the will, and upon the starving persons' behavior in relation to others. And we also know what it takes and how long it takes to bring them back to normal.

We know this because 36 healthy men of military age, conscientious objectors, volunteered to become human guinea pigs and subject themselves to semistarvation for periods of 6 months or more.

And while they starved on a famine diet of 1,650 calories, some 650 more calories than people in most areas in Germany and central Europe are now eking out an existence on, the scientists at the University of Minnesota's laboratory of physical hygiene watched them. They looked on them as if they were looking through a microscope onto slides of living

cultures, noting and recording every change in the subjects. They weighed the men, measured them, tested with batteries of scientific physiological and psychological devices. They observed every change in behavior and social attitude. And then increased the diet to find out how long it takes and what it takes to bring back to normal, people who have suffered brutal hunger over a long period of time. What the scientists learned about the effects of famine and rehabilitation is terrifying knowledge when applied to the millions of the world who are now starving; particularly when it is considered in relation to our hopes for a sound economic and peaceful world.

Consider these starving men and remember they were eating 1,650 calories whereas UNRRA estimates that the standard diet in Europe ranges from 800 to 1,500 calories.

First, this group of physically sound men lost an average of 37 pounds of body weight which amounted to 25 percent of their initial weight. This was accompanied by many other modifications and deteriorations of physical functions and marked changes in the attitude of the men toward their life and work and in their capacity to work. Psychological tests revealed pronounced changes in the direc-



The bigger boys, still strong enough, help lug up the milk cans for a free drink that means the difference between life and death to millions of children in Europe and Asia.



tion of psychoneurosis. Although the details of the complete scientific report are not published, these generalizations stand out.

The first thing noted was that one of the outstanding reactions of people to hunger is that they not only do not have enough strength to apply themselves mentally and physically but their productive capacity is cut 75 percent. Their minds are completely obsessed with the idea of food. There is no past, no future, only a present—and that is devoted to thoughts of food.

Scholarly men who took part in the experiment reported all interest displaced to make room for the overwhelming consideration of food and gnawing desire for it. Doctors of Philosophy lost interest



It's more fun to play with grain when the feel of it means that they will eat again.



When UNRRA or other relief agencies come with food, life and laughter return to the eyes of children who have known nothing but want in their young lives. Death rate drops.

in their books of thought and arrived at the point where the funnies could momentarily attract their attention, but even these were shoved aside. Their attitudes back up reports that Red Cross magazines in prison camps were not read because the holding of them was too much exertion for the starving men. But the pages showing food advertisements were worn dirty and dog-eared.

George Kenneth Tuttle was one of the 36 conscientious objectors who submitted to the starvation diet. He was on the diet last year from February 12 to July 30—almost 6 months. He dropped from 181 to 125 pounds but thoughts of food obsessed his wan body. "I won't forget the time when I was to receive increased bread ration," he said, "I had been receiving small rations for 6 or 8 weeks and I knew that I was going to get more because my weight was dropping too fast. It was the practice to post the bread ration list on a Monday night. I just sat in a chair a short distance from the new list and toyed with the pleasant idea of seeing in actual print my increased ration. I sat there for half an hour savoring the anticipation before going up to the board to confirm the fact. But a friend of mine spoiled it for me. He looked at the list and yelled out that I would get my ration back. I was pretty angry about it."

Under the obsession born of hunger the men tended more and more to develop unsocial and neurotic tendencies. Little things irritated them and made them

angry. They became suspicious and brooded over trivial actions of the others.

Charles Smith, one of the human guinea pigs, reported before the Senate Committee on Judiciary Affairs: "The psychological effects were the worst," he related. Each individual gradually tended to withdraw into himself, shun social companionship, and even avoid being in the presence of normal, healthy persons who didn't know what he felt like. The main interest in life became the next meal."

And George Tuttle reported, "My buddies and I were affected in different ways physically but in general we all became a little hysterical, more depressed, and morbidly concerned with physical ailments."

So with the capacity to work depleted by physical deterioration they lived weak, cold (they used two blankets in the summer time), without ambition, and with an inability to concentrate. And all the time these complaints increased in frequency and severity, as starvation progressed. They did not present admirable material for building a new world.

And what did it take to bring them back to normal? When you read this think what lies ahead before the people of Europe can again begin to live again as fair and competent citizens in a peaceful world.

Dr. Ancel Keys who was in charge of the experiment makes the following report in indication of relief diet:

"It is far too early to come to positive

conclusions in detail regarding proper relief diets or the efficacy of given levels of refeeding after prolonged severe under-nutrition. Certain indications are so clear, however, and the implications so important, that some tentative suggestions are made here.

"After semistarvation comparable to that produced here, men between the ages of 20 and 35 who are required to do only light work will show little or no improvement for months on a diet providing less than 2,500 calories daily. Even on a diet as high as 3,000 calories daily the improvement to be expected must be so slow as to require many months before anything like previous functional capacity will be approached.

"An early indication of rehabilitation at a level far below the optimum is the replacement of apathy in many men by more expressed irritation and overt anti-social or uncooperative behavior."

With these scientific evidences spread before us in gruesome and incontrovertible way, we can catch a fragmentary glimpse of what is happening to 300 million people in the world who are living on rations less than those upon which the human guinea pigs deteriorated before the very eyes of their observers. And we can be struck forcefully by the necessity for sacrificing in order that these millions can rebuild their war-devastated world. It's clear that they cannot do it without strength and will. That can come only through food. If food does not come

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it's clear how ripe these helpless hungry are to make social disorder, revolutions, and lawless anarchy that can send civilization back to the dark ages.

When we see how famine affects able-bodied men, let us consider its effects upon children. Here are the young ones who must make the future world, not in a laboratory but as they are in the war-shattered globe today. The observers are not scientists but officials who have only a few weeks ago returned to make their report to the Famine Emergency Committee.

There are approximately 40 million children, from infants to 18 years of age, living in the urban communities of the food-devastated countries of the continent of Europe alone. Of these no less than 11 million are orphans and half orphans, children who lost one or both of their parents as a result of war, mass killing, or enforced migration.

In Poland almost a third of the population is made up of the 7 million children and young people up to the age of 20. Of these, over a million are half orphans. Waifs who must find foster homes, as only 240 thousand have, or be among the trivial 80 thousand who can find care in institutions. The remainder roam like animals, hungry, desperate, without education, moral guidance, or order.

Those living with their parents in bombed areas are packed into overcrowded buildings that sometimes collapse. Many more dwell in dank, dark, rat-infested, cellars and are in constant danger of plague. Thousands of homes are without heat or water systems. That's life in Warsaw.

In the province of Kielce, 6,600 children live in dugouts and shacks. Their food is little more than soup carried from nearby soup kitchens. In many of the villages and small towns the children's mothers walk miles each day begging and foraging food. The children are too poorly clothed to go out in winter. Thousands are without shoes and cannot attend schools where schools are available.

And what's this done to them? According to a special report of Maurice Pate to the Famine Emergency Committee, made as of March 30, the height, weight, age ratio is worse than in any other country. The number of children tubercular, crippled, and with conditions arising from vitamin deficiency is said to be the highest. Mortality of children from infancy to 1 year now runs, from the

children receive the normal basic ration plus milk as follows: Infants to 3 years, $\frac{1}{4}$ of a liter, 3 to 6 years, $\frac{1}{2}$ of a liter, 6 to 8 years, $\frac{3}{4}$ of a liter.

The report to the Famine Committee, made in April, states that observations found children in workingmen's home districts in many cases spindly, obviously undernourished. And the figures on child mortality between infants and 1 year per 100 reveal the immediate effects of lowering a meager diet. In 1943 the death rate per 100 children was 6.71. In 1944 it moved up to 7.49 while in 1945 and now it has reached the point where 9.5 children out of every 100 born die.

In Yugoslavia the future generation faces a tragic present. The war left 120 thousand complete orphans, 450 thousand half orphans. The armies moving over the country made great inroads upon the number of cattle, which resulted in drastic shortages of milk in addition to the low calorie famine diet of everyone. As a result the mortality of children from infants to 1 year is 21 for every thousand in the country. But in overcrowded Belgrade, swollen with refugees and harassed by disorganization, 25 children out of every 100 born die before they reach their first year. There has been vast increases in tuberculosis, an increase so rapid that only a fraction of the children affected can be segregated to institutions.

A little bit can do a lot for the hungry little ones. That's pointed up by what occurred in Greece in the limited areas where relief could be gotten to the children. In an Athens foundling hospital where babies are cared for by nurses under relatively good conditions as compared to the desolate Greek homes, the infant mortality rate dropped from 60 per 100 to 25 per 100.

And in Austria relief agencies got to a small fraction of the children to supply them with a 600-calorie meal, and the American Red Cross set up a limited number of milk stations. An observer reported that mothers who brought their children to the milk stations and kitchens stood by pale, wan, and grimly resigned to hunger. But with the children—that was different. With only a meager taste of a decent diet they were already responding in lively play and appeared to be normal in weight. The first flashes of eager interest they had ever known shone in their faces as they looked out on the world they must rebuild.



There are 11 million orphans and half orphans in Europe's short food areas.

city of Warsaw, approximately one out of every five.

In Belgium, during the war, more attention was focused on children's health than now. In wartime 750 thousand school children received meals in schools and 147 thousand pregnant and nursing women were aided with milk supplies diverted almost entirely to their use. But school feeding now has dwindled to almost zero.

Some support is given in assisting orphans, summer colonies, and expectant and nursing mothers. But this aid actually benefits only 25,000 children. Of course,

Taking stock of stockings

How you buy and care for hose is a potent factor in the stocking situation, present and future.

• It isn't a joke, the stocking question. Not to Sally Workhard whose last pair of rayons springs a run just as she's taking off for the office. Very justifiably Sally and millions of her sisters want to know: How did the shortage happen? How long will it last? What can a gal do about it?

Briefly, the tight stocking supply situation is not a surprising aftermath of the war. Weapons had priorities while the fight was on. When silk supplies were cut off and nylon stocks were preempted for making parachutes and for other strategic uses, hosiery mills converted to the manufacture of rayons. But rayon was scarce, too. Meanwhile, more people had good jobs and money to spend, which upped the demand for stockings. This tended to deplete hosiery stocks.

With the end of the war, the Government released nylon once again for hosiery manufacture. That sounded as though milady's stocking situation would pick up—which it will. Only it couldn't be a case of presto chango, unfortunately. Delays involved in reconverting from the manufacture of rayon hose to nylon resulted in a further cut in hosiery supplies. The situation was further complicated by the fact that manufacturers who wanted to go on making rayon stockings had a hard time getting the rayon yarn.

That, briefly, is why Sally Workhard and her pals have felt the "wartime" hosiery shortage more acutely since the end of the war. It's a case of the darkness before the dawn, however, supply experts at Civilian Production Administration assure us. From now on a gradual improvement in supplies can be expected.

This doesn't mean that the ordinary shopper will soon be able to casually walk up to the hosiery counter and select stockings from a wide assortment of grades, weights, and sizes. That happy day will be some time in coming. Exactly when, the stocking Solomons do not prophesy.

Step-up in nylon production and recent Government measures to make more cotton yarns available for hosiery are



calculated to enable hosiery manufacturers to reach the minimum goal of 54 million pairs of stockings monthly by this July.

This includes 30 million pairs of nylons, 19 million of rayons, and 5 million made of cotton, wool, and other materials.

Not being good at higher mathematics Sally Workhard would like to know just what 54 million pairs will mean to her.

If Sally gets her share, that means she can buy between 10 and 12 pairs of stockings of some sort during the year. Her fair share will be one pair of nylons every 2 months—no more—and one pair of rayons every 3 months.

That's better than American girls averaged back in 1944. Then the stocking production totaled less than 47 million pairs a month. And of these, only 2,214 pairs a month were nylons, as compared with the 30 million pairs of nylons which will be manufactured monthly this year. As nylons have a high wearing value (hosiery actuaries have figured that one pair of nylons has three times the life expectancy of prewar sheer silk), the over-all supply situation isn't really so bad.

That all sounds very fine on paper but remember Sally has just mended a run in her last pair of stockings, while Mrs.

Croesus Idletime boasts 2 dozen pairs of sheer nylons hoarded away. It doesn't seem fair to Sally Workhard, who has no time to stand in stocking lines.

It isn't fair, either. What's more it's plain silly, as those extra stockings aren't doing Mrs. Idletime any good packed away in a drawer. It would serve the old gal jolly well right if she found herself loaded down with a handful of stockings in unfashionable shades come the day when supplies are plentiful again. This just could happen, too, but that doesn't put stockings on the bare-legged.

"Why doesn't OPA do something about it?" Sally Workhard wants to know, "Like clamp down rationing?"

OPA has done one very important thing about stockings—kept prices down. Nylons now on the market are selling at a fourth or more below 1942 ceilings.

Hosiery rationing isn't in the cards for two main reasons: (1) OPA hasn't the personnel and the machinery, which would be slow and expensive to set up at this stage of the game. (2) the stocking supply is gradually increasing. Meanwhile it's strictly up to the trade and to individuals to cooperate in sharing available supplies as fairly as possible.

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"But what can one lone individual do?" wonders Betty Bystander.

Think it out yourself, Betty. Obviously, it's to your advantage to help keep prices down by never paying over ceiling prices, isn't it?

Furthermore, it's not worth standing in line half a day for stockings you don't really need, is it? It isn't like you, Betty Bystander, to be swept away by mob shortage-psychology? Or is it?

In Washington one frenzied mob broke the plate glass window of a hosiery store. And in New York, the Borough President of Manhattan appealed to the police to break up stocking lines which were interfering with traffic.

Silly isn't it? Particularly with summer here, when a girl can go bare-legged comfortably. For those who are interested, Civilian Production Administration reports an abundance of the materials used in leg make-up. Then, of course, there's always that natural leg tan to be had gratis from the sun.

Stocking Care

One very concrete thing we all can do about the stocking situation is to take care of the hose we have. An old story this, but one that should be strictly followed—particularly for the duration of the shortage.

Check yourself on this, to see whether you're doing all you can to improve the stocking situation by making yours wear longer.

You should:

Wash your stockings carefully in tepid water after each wearing—avoiding rubbing and wringing.

Dry them away from heat and direct sunlight.

Dry rayons thoroughly before wearing. (This requires 24 to 48 hours to be on the safe side.)

Be careful not to snag them with your rings and fingernails in putting them on. Rolling the stocking down before putting your foot into it will help.

If the stocking feet are wearing out too quickly, see whether the inside of your shoe is rough—and rubbing holes.

Be careful about bending over suddenly, or pop goes your stocking.

Catch holes as soon as they start when circumstances permit that stitch in time. Colorless nail polish, or soap, rubbed around the hole serves as a temporary measure to discourage holes from running away.

Never fasten stockings on the leg portion, always use the welt (the reinforced top) for fastening. Don't garter them too tight.

Put your stockings away carefully when not in use, where they won't snag or pull.

Buying Stockings

What kind of stockings we buy in the first place, of course, largely determines the answer to that crucial question: "How long will my stockings wear?"

Not that the Sally Workhards get much choice these days. Still with better days acoming, Sally Workhard, and Mrs. Idletime, too, would do well to review their stocking shopping tips so as to be prepared to get the most for their money.

Following is a set of points to watch in hosiery buying:

Fiber.—Does cotton, nylon, wool, silk, or a mixture best meet your needs and suit the occasion?

This question shouldn't be overlooked as each fiber has its advantages for different people and different occasions. Cotton stockings wear well, so recommend themselves for hard wear in the country or for sports. In novelty weave they are attractive with suits and the new low-heeled shoes.

Nylon thread is strong which makes for durability in sheer hose. When nylon threads break, however, they run more quickly than rayon or cotton—a factor which should be considered when stockings are bought for use under snag-hazardous conditions. The quick-drying quality of nylon is a boon to many. Yet some people whose feet perspire freely prefer more absorbent fibers for comfort. The illusion of sheerness which comes from the smoothness and transparency of nylon threads appeals to some stocking buyers. Others prefer a fuzzier, more opaque yarn which is less revealing of blemishes. The warmth of wool meets the needs of one group, while the luxurious feel and texture of silk appeal to another group.

By reading the label, consumers can tell the fiber used in stockings, since manufacturers are required under appropriate Federal Trade Commission regulations to give this helpful information.

Weight.—Are the hose for hard, moderate, or light wear or for appearance only?

Generally speaking heavier weight stockings wear better than sheer ones of like quality and construction.

Weight of full-fashioned hose is determined by the size of the yarn and the

Don't . . .



Don't rush! The rings on your fingers—or fingernails—can cost you your last hose.



Don't buy more than you need. Over-buying by some works hardships on others.



Danger, lady! If you stick your toes into your stockings that way you may tear 'em.

Do . . .



Roll down your stockings to put them on—so avoid snags from rings and fingernails.



Check the size. Get stockings that fit you. If too long or short, hose wear out sooner.



Wear sturdy hose for sports and rough wear. Save your sheer stockings for dress occasions.

fineness of the knitting (as measured by the gage and courses).

Gage refers to the number of needles in each inch and a half space on the knitting machine. Thus, the higher the gage, the more stitches per $1\frac{1}{2}$ inches. *Courses* are the cross stitches. As the knitting becomes finer there are more of these, too.

Size of the yarn of silk stockings is designated by the *thread* number. With rayons and nylons, the unit of measure is the *denier* which is based on the weight of the fiber used to make a given length of yarn. The lower the thread count or the denier used in making a stocking, the sheerer it will be.

For finer appearance and better wear, sheer stockings need to be more closely knitted than stockings made from heavy yarns. For instance, a service weight rayon might be a 150 denier in a 39 to 42 gage. On the other extreme would be a luxury sheer in a 50 denier, 51 gage.

Nylon deniers run somewhat lower than rayon. At present 30, 40, and 70 deniers are the only ones used in manufacturing nylons. Most of them are made in gages between 42 and 51. If sheerness is the only object, a 30 denier, 42 gage would be thinner or more transparent but a 30 denier, 51 gage, hose would be finer knit and would wear better.

When we have them again, a typical service weight silk stocking might be 42 gage, 7 thread, while a typical sheer silk hose would be 51 gage, 3 thread.

If fine thread is used with too low gage, strength and elasticity can be sacrificed to a point where the stockings are uneconomical. Hence, labels which supply information about the gage and thread or denier are helpful buying guides.

Construction.—Full-fashioned hose are shaped in the knitting so that they will fit permanently. Seamless stockings are shaped by means of reducing the size of the stitch.

Elasticity.—Do the ankle and welt stretch easily and go back into shape?

Reinforcements.—Are the foot and welt durably but not too heavily reinforced for the rest of the stocking?

Size.—Buy stockings that fit. If not sure of size, get advice from your shoe or hosiery clerk. Are the hose the proper length in the leg? Size is an important item in wearing, as the toes may poke through short or long stockings; garters tear holes in long ones, and strain tears

short ones. As rayons stretch more on the legs than do other stockings, they should be bought about an inch shorter.

Special fit.—Would outsizes, two-way stretch tops, narrow heels, or other special features give a better fit than regular sizes?

Appearance.—Are there yarn imperfections, rings, or up-and-down stripes?

Color.—Is the color fast to washing and light? In selecting rayon stockings, it is not necessary to select as dark a shade as in nylons which are more transparent and so appear lighter on the leg. Some hose are redyed, which sometimes detracts from their wearing quality.

Stocking futures

Right now the paramount issue seems to be to get some kind of stockings, almost any kind. But what quality of stockings they will find at tomorrow's hosiery counter is a matter of real concern to Sally Workhard and her sisters, rich and poor, for stocking purchases do loom large in the average clothing budget.

Wartime discoveries to increase the durability of various fibers can eventually be expected to increase the life expectancy of hose. At present, high tenacity rayon yarns are being used for other purposes but one day they will make harder rayon hose. A process which made G. I. wool socks shrink-resistant, and thereby saved the Army \$1,500,000 a month during the war, may before too many skiing seasons pass enable Miss Thelma Athletictype to get more service out of her woolen hose.

Because of the necessity for making the best use of short supplies of rayon and cotton yarns during the war emergency, certain minimum standards for knitting stockings were set up—with the result that many consumers got better wearing stockings than otherwise would have been possible. Degree to which standards will be maintained and improved in line with suggestions of both consumer groups and the trade will be greatly influenced by whether or not individual shoppers are properly concerned with value. Through the years labels have become more informative—the early labels chiefly stressing beauty and style, while more recent labels have pertinent information about gage and weight which affect durability.

It has become a trade adage that the customers eventually get what they want and demand. So what kind of stockings are you ordering, Sally? Accent on fad and fashion—or service and suitability?

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July 19

Consumers' guid

July 19

CG news letter

last minute reports
from U. S. Government Agencies

More butter and no whipped cream for consumers is the purpose of an order, issued by the Office of Economic Stabilization, designed to maintain milk production against the pressures of higher feed costs and reduced Federal subsidies. The order provides for higher prices for milk, Cheddar cheese, and butter.

In brief the order: (1) Increases the retail price of milk about 1 cent a quart in all States except Arizona and New Mexico; (2) increases the retail price of butter about 11 cents per pound; (3) increases the retail price of Cheddar cheese about 6 cents per pound; (4) increases the retail price of evaporated milk about 1 cent per can; (5) gives farmers more money for milk and cream; (6) prohibits the sale of whipping cream; (7) permits ice cream manufacturers to reduce slightly the butterfat content of ice cream; (8) cuts down on the amount of butterfat that may be used in cream cheese and manufactured soups.

Commenting on the order, Economic Stabilizer Chester Bowles said, "Although I regret the need for saddling the consumer with today's price increases, there is no question of the necessity for greater returns to dairy farmers if we are to maintain milk production.

Do you think rationing would make more food available for the famine areas of the world? Here is what Chairman Chester C. Davis of the Famine Emergency Relief Committee has to say: "Some seem to think that simply by installing ticket rationing of bread we could assure meeting the goals. Consumer rationing is the end product of the process by which you cut down domestic supplies in order to increase exports. It is not the starting point. . . . Take meat . . . we set aside at the packing plants the meat required for overseas shipment and for use in the military camps here in the United States. This left for civilians here at home far less than they would buy with their incomes at that time at the prices set by the control measures. In the absence of rationing those with the most money or the most time to shop would get more than their fair share. Therefore, in order to divide the meat fairly among the people we installed rationing. But rationing did not produce the meat for

military use and export. That was done by the set-asides."

More and more products sold in stores bear pre-ticketed ceiling prices. The pre-ticketed ceiling price is put on a product by the manufacturer and shows the top retail price which may be charged. No one may remove the pre-ticket except the final purchaser of the product.

Something less than 100 articles of clothing for every member of the family are among the products now being pre-ticketed. These products are in the medium- and low-price range and OPA studies show that the pre-ticketed clothing sell for substantially less than identical garments which are not distributed under the pre-ticketed plan.

Also pre-ticketed are electrical appliances sold nationally under brand names. All these articles must bear price ceilings put on by the manufacturer.

OPA has been looking into the imported olive oil situation and has come up with the information that the only way this country can get imported olive oil is to trade off domestically produced vegetable oils for it, on a pound for pound swap. Olive oil-producing countries need the money they get by exporting olive oil, but they also need the calories in fats. The barter deal gives them vegetable oil calories for the olive oil calories plus some cash on the side.

It is not too late to put in your garden, and what your garden grows will help to keep people alive around the world. Because of general rains and mild weather the growing season for gardens is above average in a greater part of the country. There is time for late starters to get in a crop, have fresh food in the summer and plenty left for needed home canning. Gardeners can now get their second wind and end up with additional vegetables for canning and storage.

There will be lots of early potatoes to make up for that second slice of bread you are giving to the hungry throughout the world. Favorable growing weather and 20 thousand extra acres planted to the early potato crop will shoot production above the last year record crop of 65 million bushels. These potatoes, which

should be reasonably priced, are perishable and should be eaten soon after harvest.

Here is your balance sheet on wheat for the coming year:

Carried over from the preceding harvest, 80 million bushels.

Expected harvest is 1 billion bushels to make an American total of 1,080 million bushels.

Of this total, 450 million bushels are needed to make our daily bread, 50 million bushels less than last year.

To go abroad for the hungry there will be 250 million bushels.

For seed for the next crop there will be 85 million bushels.

For animal feeding there will be 150 million bushels, half the amount fed last year.

For miscellaneous uses there will be 5 million bushels, only a fraction of the nonfood uses last year. No wheat will be used in brewing or distilling.

Finally, the 140 million bushels left will be carry-over and emergency supplies.

Except for fats and grains there will be just as much of most foods available for the next few months as there was during 1945, and considerably more will be available for each person than during 1935-39.

A minimum of 3,000 calories per person per day will be available through the summer despite the famine exports of meat, fat, sugar, and grain.

There will not be as much food in the stores to buy as everyone might want to buy but despite the apparent shortages there will be more fresh and processed vegetables for sale, more poultry and eggs, more fresh and frozen fish, more canned fruit juices, more cheese, and more milk, ice cream, butter, and skim milk than there were during 1935-39.

Among the supplies that will be less plentiful than before the war are cereal products, sweetpotatoes, dry beans, fats and oils, sugar, canned fruits, and canned fish.

Per capita food consumption for the entire year 1946 will be higher than in any year in American history—14 percent above the 1935-39 average.

Enough for all to eat, but none to waste.

GUIDE POSTS

Working on the Railroad

Two toots from the engineer these days in New York means that the Farm and Home streamliner is in the station. The Farm and Home streamliner is an eight-car special train traveling from here to there all over the State of New York loaded down with exhibits of the work being done by Cornell University's State College of Agriculture. Two cars of the train are devoted to home economics subjects with the emphasis laid on Extension Service discoveries which simplify the job of keeping a house. One exhibit shows how to save a third of the time it takes to set a table for four persons by using a specially designed dish cupboard with shallow shelves. Besides saving time in the setting, the cupboard saves time in drying and putting away. Using the cupboard, the homemaker will not have to bend over so often picking up the pieces of broken dishes she has dropped. Not that the cupboard picks them up for her, it cuts down on the breakage.



Education on Wheels

A trailer that makes a circuit of rural schools in Kern County, California, is a traveling classroom for home economics students. Here homemaking is taught in small elementary schools which have no space for a home economics room.

The trailer spends half a day each week at every school. Wherever it stops for a session, wires are plugged into the electric lines to get power for lights, sewing machines, and electric heater.

Staple cooking supplies are carried in the trailer. A rotating committee of pupils at each school does the marketing of fresh fruits and vegetables, following a

shopping list planned at the previous session of the cooking class.



Eggs to Order

Housewives prefer eggs with a high percentage of thick white. They stand up well and are better for poaching, because a large amount of thick white supports and covers the yolk.

Researchers at the USDA experimental farm at Beltsville are at work on a project to help poultrymen fill this order from America's assembled homemakers. Experiments to date indicate that selective breeding can develop strains of poultry which lay eggs to meet the specification for a thick-white and which maintain this characteristic during the trip to market.

Success Story

City boys and girls went to the country and made good as farm helpers during the war emergency. Now in the famine emergency the call has again gone out for a million Victory Farm Volunteers from towns and cities to help grow and harvest much-needed food crops. There's still an acute labor shortage—so farmers in many areas are depending on volunteer help to succeed in reaching goals for record food production.

As during the war years, young people between 14 and 17 years of age are being recruited for the VFV through the Agricultural Extension Service with the cooperation of the public schools. For information about labor needs and opportunities, boys and girls are asked to contact their school principal or the county agricultural agent in their community.



Dollar A Pound Club

Overweights in a number of New York's swank clubs are taking a reducing pledge to save food and lives. They vow: "My doctor says that I may pledge myself to the duration of the world famine to eat less wheat, fats, and oil products and lose a pound a week until my weight becomes normal. I will contribute one dollar to the Famine Emergency Committee of New York, each week that I fail to lose a pound."

Coffee Cans

The key-opening vacuum can with the reclosable lid is with us again. This type of "flat-top" kept coffee fresh in prewar days, then it left the home front to carry cartridges and signal flares to the battle front. Many homemakers are glad to find it back on store shelves.

The Winner

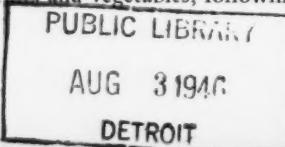
The tomato has a clear claim to first honors as the most popular vegetable according to results of the sample survey of 1945 Victory Gardens by USDA's BAE. With the need for garden production even more important this year than last, the Department anticipates that the tomato will hold its lead this season. In 1945 Victory Gardens, the survey showed that the tomato was grown in 88 percent of the farm gardens and 90 percent of the nonfarm gardens.

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast
over N. B. C. 12:15 p. m. EST
11:15 a. m. CST
10:15 a. m. MST
9:15 a. m. PST

Dramatizations, interviews, questions and answers on consumer problems. Tune in.
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